



# FEMA Flood Insurance Rate Map Update Information Campaign

Trinity River Corridor Project  
Committee

June 22, 2010



THE TRINITY  
DALLAS



# Overview



- USACE (Corps of Engineers) revoked levee certification of the Trinity River levees in March 2009
- FEMA is updating the Flood Insurance Rate Maps (FIRMs) to show existing risk along levee system
- FEMA is modeling the areas along the Trinity as if the levee embankment is not in place
- The City of Dallas has begun design to improve levees to 1% annual chance (100-year) protection level
  - Goal is to complete construction prior to August 2011





# FEMA's anticipated timeline

- Preliminary Issuance of FIRMs with updated analysis depicted released to community for comment
  - estimated September 2010
- Letter of Final Determination
  - estimated August 2011
- Final effective maps issued
  - estimated February 2012
  - flood insurance will be required for all federally backed mortgages
  - constrained development in the remapped area



# Purpose of Public Information Campaign



- Inform property owners within the potentially affected areas (neighborhoods behind East Levee, West Levee, Rochester Levee) of the FIRM update process and the impact of FEMA's remapping on property owners
- Provide outlets for property owners to voice questions and concerns about the floodway system and FEMA's remapping efforts



# Informational outreach timeline



## 1. Phase I: Community Leadership

April – June 2010

Staff meetings with community and business leaders

## 2. Phase II: Citizen Information Campaign

August – September 2010

Council and staff launch information campaign prior to FEMA's release of preliminary maps

## 3. Phase III: Preliminary Map Meetings

October 2010

public review of preliminary maps



The meeting timeline is based on FEMA's map release preliminary schedule

# Outreach Coordination with FEMA



- City staff has been coordinating with FEMA on the public outreach campaign
- In April, staff met with FEMA and received the following messages:
  1. The City's proposed outreach plan is comprehensive and planned for sufficient time to educate the citizens of Dallas
  2. FEMA will act as partner during outreach efforts
  3. Initial widespread outreach should focus on risk of living or having property behind a levee and ways to mitigate risk
  4. Initial education should also focus on FEMA's remapping efforts/process and inform citizens to watch for release of preliminary maps



# Phase I: Community Leadership



- The goals of these meetings are:
  - Ensure that leaders have facts about the status of the floodway system and FEMA's remapping efforts
  - Seek input for wide-spread information campaign
  - Answer questions they might have about situation
- To date, 37 meetings have been held and over 50 community organization leaders have been briefed
- See appendix A for list of meetings with community leaders to date
- Phase I efforts nearing completion





# Phase I: Community Leadership



- Feedback is:
  - appreciativeness to have facts about situation
  - understanding that there are still “unknowns”
  - concern about impact of re-mapping, particularly related to insurance and restricted lending
  - curious about ways to reduce burden on property owners
  - willingness to provide support and assistance with relaying information to potentially affected owners
  - desire to “take action”



# Phase II: Citizen Information Campaign

- Allow individuals to get information about the status of the Dallas Floodway System and the FEMA re-mapping process
- Distribution of information (English and Spanish):
  - emails from neighborhood organization leaders to their membership
  - mailers from the City to potentially affected property owners
- FEMA publications on City's website
- Meetings will focus on:
  - status of the Dallas Floodway System
  - risks of living or owning property behind a levee and risk mitigation
  - need to keep eyes and ears open for the release of preliminary map meetings
  - City's Emergency Action and Evacuation Plan



# Phase II: Citizen Information Campaign



There will be a minimum of 10 information meetings provided within the potentially affected communities.

1. Brookhollow
2. Stemmons
3. Design District
4. Cedars West/Mixmaster
5. Rochester
6. The Bottom
7. Oak Cliff
8. West Dallas
9. West Dallas
10. Eagle Ford



# Phase II: Citizen Information Campaign

- Lenders and Real Estate Brokers will be informed through organization meetings that represent these industries. For example:
  - The Real Estate Council
  - Stemmons Corridor Business Association
  - West Dallas Chamber of Commerce
  - Oak Cliff Chamber of Commerce
  - Residential and Commercial Realtor Associations
- Builders will continue to receive flyers from Building Inspection when building permits are pulled within areas behind the levees informing applicants of levee decertification.



# Phase III: Preliminary Map Meetings



- Up to three large-scale public open house forum meetings once FEMA releases preliminary maps
  - Hosted by the City of Dallas with support from FEMA and its contractors
  - Phase III meetings will be more centrally located, rather than neighborhood based
- Will allow property owners to see if their property is affected and learn what this means for them as well as how the appeal and protest process works



# Phase III: Preliminary Map Meetings



- Experts will staff the open house(s):
  - City Council
  - City staff – floodplain, Trinity River Corridor
  - FEMA - outreach from multiple branches including risk analysis, floodplain management & insurance, community education & outreach, and external affairs
  - City's Consultants – HNTB
- Distribution of information (English and Spanish):
  - media (press releases)
  - Mailers to potentially affected property owners
  - City's website



# Outreach Budget Estimates



- Phase II costs (current FY): \$19,300 Subtotal
  - Advertising/mailers \$16,300
  - Reproduction/handouts \$2,500
  - Facility rental \$500
  
- Phase III costs (FY 10-11): \$21,300 Subtotal
  - Advertising/mailers \$16,300
  - Reproduction/handouts \$2,500
  - Facility rental \$2,500

Source of Funds: Stormwater and Trinity Watershed Management; staff will work with FEMA on potential resource support



# Summary



- In summary, the campaign will:
  - Educate leadership about the floodplain system and remapping (similar to City Council April 21<sup>st</sup> Briefing) and seek input for widespread outreach – this work is nearing completion
  - Educate property owners about mitigating their risk associated with living near a levee and understanding the remapping process - late summer/fall
  - Provide large open house meetings once the preliminary maps are released (preliminarily scheduled for fall 2010) so that property owners can determine if their property is affected by the new maps





# Appendix A: Community Leadership meetings as of 6.17.10



Bachman/ Northwest Highway Association  
Brookhollow Representatives (Stream Realty)  
Builders of Hope CDC  
Cedars Neighborhood Association  
Chicago Title  
Children's Hospital  
City Planning Commission  
Dallas Design and Arts District  
Dallas Housing Authority  
Design District TIF  
DISD  
Downtown Dallas, Inc.  
East Kessler Neighborhood Association  
Golden Gate Missionary Baptist Church  
Greenleaf Village Neighborhood Association  
Habitat for Humanity  
La Bajada Neighborhood Association  
Land Bank Board (staff)

Ledbetter Gardens Neighborhood Association  
Medical District  
NAIOP (Commercial Real Estate Development Association)  
NTCAR (North Texas Commercial Realtors and Real Estate Professionals)  
Republic Title  
Rick Holden, Urban Archeologist  
Serve West Dallas  
Stemmons Corridor Business Association  
The Davis Advocates, LLC  
The Real Estate Council (TREC)  
Trinity Association (Design District)  
Trinity Commons  
Trinity Commons Business Coalition  
UT Southeastern  
Vecinos Unidos  
Voice of Hope  
West Dallas Community Church and School  
West Dallas Weed and Seed  
Westmoreland Heights Neighborhood Association

Note: meetings continue to be held and contact list continues to be expanded; some meetings had numerous community leaders in attendance

